



The Walk to Fight Breast Cancer

Dear Friend,

We hope you will mark your calendars to partner with the **City of Alexandria Office on Women and Inova Alexandria Hospital Foundation** and sponsor the **Tenth Annual Walk to Fight Breast Cancer** to be held on **Saturday, October 23, 2004**. The Walk will begin at **Cameron Run Regional Park, 4001 Eisenhower Avenue at 8:00 a.m.** Participants may choose from a 1.5K/3.5K/5K walk or run.

We want to express our deepest appreciation to all of our contributors for helping make the 2003 Walk to Fight Breast Cancer a tremendous success. Through the generosity of our sponsors and registrants, our total contributions reached over \$127,000. But even as the success of The Walk to Fight Breast Cancer continues, so does the need to help safeguard the health of the women in our community.

Initiated in 1995 by the Committee on Breast Cancer Awareness and myself, the Walk to Fight Breast Cancer has developed a rich heritage among the community's business leaders and individuals. As one of Alexandria's most anticipated annual events, the Walk supports free mammograms and other diagnostic screening procedures for Alexandria women who are not adequately insured and could not otherwise obtain this necessary medical care. We are proud that since its inception more than 1,800 diagnostic procedures have been provided to women through the generous support of our sponsors, walkers and their pledges.

Please review the enclosed materials. In the next few weeks, we will be contacting you to discuss your level of participation in the 2004 Walk to Fight Breast Cancer. If you have any questions, would like to receive additional information or would like to be removed from our mailing list, please contact Jen Harris or Lara Pham at (703) 838-5030.

We want to thank you in advance for your support and we look forward to joining together on **October 23, 2004** with our family, friends, business associates and community leaders to provide Alexandria's women with the best medical care available.

Sincerely,

A handwritten signature in cursive script that reads "Vola Lawson".

Vola Lawson
Walk Development Committee Chair

The Tenth Annual Walk to Fight Breast Cancer

Saturday, October 23, 2004

Benefiting the Alexandria Breast Cancer Fund at Inova Alexandria Hospital

Event Hosts: Alexandria Office on Women and Inova Alexandria Hospital

Sponsorship Categories!

*After you've read through these valuable opportunities,
simply complete the attached **Sponsorship Form** to secure your contribution
and help to safeguard the health of women in our community!*

☐ **Presenter \$10,000 and above**

- **Exclusive** name recognition as presenter on Walk main stage banner
- **Exclusive** recognition on stage during opening ceremony
- **Complimentary** registration for your **Walking Team of 30**
- **Prominent** listing in pre-event publicity
- Logo or name prominently displayed on all main event signs and event t-shirts
- Prime booth space location at the event
- Commemorative leadership award presented at the Sponsor Appreciation Breakfast
- Recognition in post-event thank you advertising
- Inclusion of company promotional material in the participant gift bags

☐ **Partner \$5,000**

- **Prominent** listing in pre-event publicity
- **Complimentary** registration for your **Walking Team of 20**
- **Prime** booth space location at the event
- Logo or name prominently displayed on all main event signs and printed on event t-shirts
- Commemorative award presented at Sponsor Appreciation Breakfast
- Recognition in post-event thank you advertising
- Inclusion of company promotional material in the participant gift bags

☐ **Leader \$2,500**

- **Prominent** listing in pre-event publicity
- **Complimentary** registration for your **Walking Team of 15**
- Logo or name prominently displayed on all main event signs and printed on event t-shirts
- Commemorative award presented at Sponsor Appreciation Breakfast
- Recognition in post-event thank you advertising
- Booth space at the event
- Inclusion of company promotional material in the participant gift bags

Continued on reverse side

The Walk to Fight Breast Cancer

Saturday, October 23, 2004

Sponsorship Categories! (continued from reverse side)

☐ ***Benefactor \$1,500***

- ***Complimentary*** registration for your **Walking Team of 10**
- Listing in pre-event publicity
- Logo or name displayed on all main event signs and printed on event t-shirts
- Commemorative award presented at Sponsor Appreciation Breakfast
- Recognition in post-event thank you advertising
- Booth space at the event
- Inclusion of company promotional material in the participant gift bags

☐ ***Patron \$1,000***

- ***Complimentary*** registration for your **Walking Team of 7**
- Listing in pre-event publicity
- Logo or name displayed on all main event signs and printed on event t-shirts
- Commemorative award presented at Sponsor Appreciation Breakfast
- Recognition in post-event thank you advertising
- Booth space at the event
- Inclusion of company promotional material in the participant gift bags

☐ ***Contributor \$500***

- ***Complimentary*** registration for your **Walking Team of 5**
- Listing in pre-event publicity
- Logo or name displayed on all main event signs and printed on event t-shirts
- Commemorative award presented at Sponsor Appreciation Breakfast
- Recognition in post-event thank you advertising
- Booth space at the event
- Inclusion of company promotional material in the participant gift bags



**The TENTH ANNUAL
Walk to Fight Breast Cancer – October 23, 2004
Sponsorship Reply Form**

Benefiting the Alexandria Breast Cancer Fund at Inova Alexandria Hospital
Event Hosts: Alexandria Office on Women and Inova Alexandria Hospital

It just takes 3 Simple Steps...

STEP 1 – Complete Donor Information (please print clearly)

Sponsor Name _____

This is the way the sponsorship listing will appear on printed materials unless otherwise indicated.

Contact _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

STEP 2 – Select Your Contribution and Details (Check appropriate box)

Yes! I/we want to be part of the Tenth Annual Walk to Fight Breast Cancer. I/we plan to participate as a:

- | | | | | | |
|--------------------------|-----------|------------------|--------------------------|-------------|---------|
| <input type="checkbox"/> | Presenter | \$10,000 & above | <input type="checkbox"/> | Benefactor | \$1,500 |
| <input type="checkbox"/> | Partner | \$5,000 | <input type="checkbox"/> | Patron | \$1,000 |
| <input type="checkbox"/> | Leader | \$2,500 | <input type="checkbox"/> | Contributor | \$500 |

Please let us know if you will be taking advantage of your sponsorship package opportunities:

- ☐ Our walking team will participate October 23.
- ☐ We will provide promotional materials or gifts for walkers' goody bags prior to October 1, 2004.
- ☐ We would like to reserve a booth space to display company materials at the Walk.

I/we regret that we are unable to participate at a sponsor level, but would like to make a gift of \$ _____

I/we regret that we are unable to contribute monetarily, but would like to support the Walk by donating an in-kind gift of publicity, prize certificate, refreshments or other: *(please indicate donation and market value)*: _____

STEP 3 – Method of Payment and Return

(Tax ID #51-024-1913)

☐ Enclosed is a check payable to the **IAHF/Walk '04** in the amount of \$ _____

☐ VISA ☐ MC ☐ AMEX Card # _____ Exp. ____/____

Signature: _____

Mail, with payment to: Alexandria Office on Women, 421 King Street, Ste. 400, Alexandria, VA 22314

Questions? Contact: Lara Pham, Walk Consultant, 703.838.5030, larisavs@yahoo.com OR
Renee Roberts, Walk Consultant, 703.370.3899, renlenrob@aol.com